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Director and Health Officer

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November 12, 2010

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

**SUBJECT: NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE A
SOLE SOURCE AGREEMENT WITH THE ROGERS GROUP FUNDED
THROUGH THE AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009**

This is to notify you that I am exercising the delegated authority approved by your Board on March 2, 2010 to execute agreements not to individually exceed \$200,000 annually, contingent upon availability of American Recovery and Reinvestment Act of 2009 (ARRA) funds, subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board.

On April 8, 2010, I notified your Board that I was exercising the delegated authority approved by your Board to accept two Notices of Award (NA) from the Centers for Disease Control and Prevention (CDC) from ARRA, in the total amount of \$32,105,202 for the Renew Environments for Nutrition, Exercise and Wellness in Los Angeles County (RENEW) (\$15,920,342) and for Tobacco Reduction Using Effective Strategies and Teamwork (TRUST) (\$16,184,860) projects for the term March 19, 2010 through March 18, 2012.

In the March 2, 2010 adopted Board letter, the Department of Public Health (DPH) notified your Board that the media services needed for the RENEW project would be provided by a media company identified through a Request for Information process. The CDC has since indicated that it strongly recommends that Projects RENEW and TRUST develop a joint media platform to promote nationally and locally tailored messages to increase the understanding of and the support for a broad mix of policy, systems, and environmental changes. Additionally, the CDC approved work plan for Project RENEW requires the development of an integrated website with Project TRUST to promote science-based information and policies related to healthy environments. The Rogers Group is currently contracted to provide media services for Project TRUST which includes a website to disseminate messages to promote healthy lifestyles.

Under this delegated authority, I will execute a sole source agreement with Ron Rogers & Associates dba The Rogers Group in the total amount of \$275,000 (\$200,000 effective upon

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date of execution through March 18, 2011 and \$75,000 for the period March 19, 2011 through March 18, 2012), 100% funded by CDC ARRA funds, to provide media services for Project RENEW and allow the development of a joint media platform as recommended by the CDC to capitalize on the website and facilitate integration of the social media platform across Projects RENEW and TRUST.

County Counsel has reviewed and approved the agreement as to form. County Counsel and the CEO have reviewed and approved this delegated authority action. Attached is the approved sole source checklist (Attachment A).

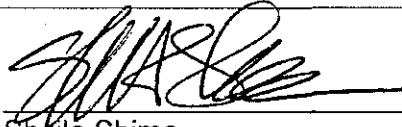
If you have any questions or need additional information, please let me know.

JEF:ev
DA #01635

Attachment

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

SOLE SOURCE CHECKLIST
Ron Rogers & Associates dba The Rogers Group

Check (✓)	JUSTIFICATION FOR SOLE SOURCE PROCUREMENT OF SERVICES
	<i>Identify applicable justification and provide documentation for each checked item.</i>
	➤ Only one bona fide source for the service exists; performance and price competition are not available.
	➤ Quick action is required (emergency situation)
	➤ Proposals have been solicited but no satisfactory proposals were received.
	➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.
	➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.
	➤ It is most cost-effective to obtain services by exercising an option under an existing contract.
	➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).
✓	<p>➤ Other reason. Please explain: The Centers for Disease and Control and Prevention approved work plan for Project Renew Environments for Nutrition, Exercise and Wellness (RENEW) in Los Angeles County requires the development of an integrated website with Project Tobacco Reduction Using Effective Strategies and Teamwork (TRUST) to promote science-based information and policies related to healthy environments. The Rogers Group is currently contracted to provide media services for Project TRUST which includes a website to disseminate message to promote healthy lifestyles.</p>
	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  _____ Sheila Shima Deputy Chief Executive Officer, CEO </div> <div style="text-align: center;"> 11/5/10 _____ Date </div> </div>